

A Seamless Extension of Your Sales Organization

Generate higher quality leads and increase sales that will improve both customer acquisition and retention.

Companies today have to invest significant resources to develop the people, technology, infrastructure and management processes to obtain and grow an increasingly demanding customer base. They seek a unique approach to assessing and understanding their business needs using up front analysis and industry specific knowledge to develop and automate lead qualification processes that generate quality leads and higher sales more efficiently.



Sutherland has been providing superior business to business inside sales since our inception in 1986. Our company was initially founded as an inside sales and lead generation provider serving the technology vertical. We launched some of the first and most successful B2B inside sales solutions in the industry for telecommunications clients and our company culture today is still a very sales driven. We begin each and every week with an "all hands on deck" Monday morning sales funnel review just as we did back in 1986.

As we've evolved, we've gained extensive experience managing inbound and outbound sales programs for other industry leaders and delivering on our clients' Sales Conversion Rates, ARPU, Cost/Sale and Churn Reduction targets.

We have more than two decades of experience providing sales support to our clients. Our successful model includes demand generation, lead generation, up-sell/cross sell, and account management.



Maximizing the value of your business customer, while reducing the overall cost of selling

Business Sales Relationship Management

Sutherland's business to business sales services focus on the acquisition and retention of clients' prospective and existing customer bases. Our B2B sales solutions include forecasting processes and pipeline management that create a seamless extension of clients' sales organizations and guarantee increased sales with measurable return on investments.

Along with our highly skilled, highly trained associates, we offer a unique knowledge-based service to effectively meet clients' requirements for managing leads. Using our proprietary ezCLM

automation tool, Sutherland has created systems to process complex qualification questions and strategies that will seamlessly integrate with clients' sales organizations. Sutherland offers the following services:

- Customer Acquisition and Retention
- Lead Qualification Processing
- Sales Lead Management
- Demand Generation

Our sales model leverages superior people, sales processes, and tools to provide cost effective inbound and outbound customer acquisition

solutions. Our innovative training techniques incorporate the benefits of proven strategies such as value and relationship selling, allowing our sales professionals to maximize every sales opportunity.

The inside sales model not only lowers the "cost per sale" on a transaction basis but also lowers the overall cost structure required to support a successful sales operation.

By seamlessly integrating with our clients' sales organizations, Sutherland is able to contribute to both operational and cost efficiencies.

Success Built on Experience

Case Study #1

Leading B2B Broadband Company's SMB Sales Channel

A nationwide broadband DSL network provider needed to reduce the cost of customer acquisition while more effectively growing their customer base across all target markets. Through outbound and inbound teams, Sutherland operates a dedicated direct telesales operation focused on the small to medium business market (SMB). Sutherland developed a customized record management application for our client that generates additional sale lead opportunities through "circle searching" for businesses in the range of the client's central offices and then leverages Sutherland's analytics team to identify competitive pricing.

Result:

- ROI of 18:1
- Average Revenue per Sale for the last six years has averaged between 140-160% of goal
- Increased revenue dollars by 13.5% year over year
- System integration saved our client 20% on cost acquisition

Case Study #2

Enterprise Sales for a Leading Credit Reporting Company

One of the US's largest credit reporting agencies was looking for a partner with demonstrated capabilities in launching a new sales channel and wanted to build a channel to tap the potential of providing business credit reports to the small enterprise market. The Sutherland team provides inbound and outbound B2B telesales on a selected list of target enterprises. Our associates work with prospective customers to sign an agreement and fill out an application to begin using web based services on a SaaS basis. We handle inbound opportunities from direct mail/ website respondents and measure metrics on a weekly basis (total sales, sales conversion rate, decision-maker contact rate, and disposition breakdown by call outcome).

Result:

- Sutherland's sales conversion rate is tracking at 8% and is returning a 12:1 ROI.
- Revenue grew 200% in the past year

About Sutherland Global Services

As a global Business Process Outsourcing (BPO) and Technology Enabled Services Company, we offer an integrated set of back office and customer facing front-office services. We collaborate with our clients to help them excel in their industry while maximizing their customers' lifetime value.

Sutherland is Certified as a Minority Business Enterprise by NMSDC®.

SUTHERLAND
GLOBAL SERVICES®

Measurable Performance
Delivered Globally

Business Transformation Services • Knowledge Services • Business Process Outsourcing • Technology Enabled Services

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